Svjetlana Dajic

Senior Product Designer

svjetlanadajic.com
svjetlanadajic@gmail.com
LinkedIn

EXPERIENCE

Senior Product Designer – Zencargo
Oct 2021 – Sep 2025

- Re-imagined how we capture and store product data to inform decision making and power reporting.
- Enabled greater shipment journey visibility and correctness of data with an integrated live tracking feature.
- Improved customer booking process by defining and delivering strategic and tactical initiatives.
- Decreased internal time to serve and enhanced cargo visibility with an end-to-end consolidation solution.

Senior Product Designer – Huddle
Oct 2019 – Oct 2021

- In charge of design for all of the collaboration solutions offered by Ideagen (after acquisition of Huddle in 2020).
- Improved Huddle task feature that saved our customers time and effort when collaborating on their files.
- Established and led Early Access Program for gathering direct user feedback.
- Led efforts to enhance Huddle's WCAG compliance.

UX Designer – Polyrific
Apr 2017 – Sep 2019

- Analysed company website traffic and implemented redesign with a new visual design language.
- Contributed to the development of a DevOps tool by ideating, prototyping, and defining product strategy.

UX Designer – ITAF
Nov 2016 – Apr 2017

- Designed websites and visual identities for small businesses and startups.

UX & Marketing Designer – Arquivei
Sep 2015 – Jul 2016

- Did first customer interviews, flow mapping, rapid prototyping and user testing of the Arquivei app (now Qive).

Visual Designer – Verteez
Sep 2015 – Jul 2016

- Collaborated on designing a WordPress Theme "Plus Doc" and executing its development.

EDUCATION

MSc in Human Computer Interaction
University College London /
Oct 2018 – Aug 2019

BA (Hons) in Graphic Engineering & Design
FTN Novi Sad /
Oct 2010 – Jan 2017

SKILLS

Prototyping tools (Figma, Sketch, Marvel, Balsamiq)

UX methods (Interviews, Surveys, Usability testing, Affinity mapping, Journey mapping, Storyboarding, Accessibility Analysis)

Design system (Component creation, maintenance, Storybook and documentation)

Mentoring & leadership

Design strategy & planning

HTML & CSS